

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BANGKOK

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E.O. 11652: N/A

TAGS:BEXP: TH

SUBJECT: FIRST QUARTER CCP REVIEW BY WCAG

1. THE WCAG MET THURSDAY, FEBRUARY 9, 1978, TO DISCUSS THE
FY-78 FIRST QUARTER CCP REPORT FROM BANGKOK. IT WAS
REPORTED THAT THE AGRIBUSINESS EQUIPMENT THEME IS STILL ON
SCHEDULE FOR AN OFFSITE IMC PROMOTION IN BANGKOK FEBRUARY
5-9, 1979. MARKET RESEARCH IS UNDER REVIEW WITH PLANNING
AND U.S. INDUSTRY POLL TO BE COMPLETED BY EARLY APRIL.

2. SEVERAL MEMBERS MADE FAVORABLE COMMENTS ON THE QUANTITY
OF BLUE RIBBON CALLS MADE BY THE COMMERCIAL STAFF IN
SUPPORT OF THE AVIONICS AND AUTOMATED BUSINESS AND BANKING
EQUIPMENT EXHIBITIONS. THE WCAG FEELS THESE CALLS ARE
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VALUABLE IN ENCOURAGING ATTENDANCE AT IMC EXHIBITIONS AND
ALSO ARE IMPORTANT AS MULTIPURPOSE CALLS IN SUPPORT OF
OTHER POST ACTIVITIES SUCH AS WTDR, TOPS, ETC.

3. THE WCAG NOTED POST EFFORTS DURING A TRANSITION PERIOD
IN PROVIDING MARKET BRIEFS ON MATERIALS HANDLING EQUIPMENT
AND ELECTRIC POWER EQUIPMENT IN SUPPORT OF COMMERCE TRADE

PROMOTION ACTIVITIES. THE COMMERCE REPRESENTATIVE DISCUSSED THE AGRIBUSINESS RESEARCH AND POINTED OUT THE IMPROVEMENTS MADE BY POST REVISIONS.

4. USDOC HAS NOTICED A DROP IN MAJOR PROJECTS REPORTING DURING THE LAST QUARTER AND QUESTION IF THIS IS RELATED TO A REDUCTION IN MAJOR PROJECT ACTIVITIES IN THAILAND. THERE HAS BEEN NO RECENT REPORTING ON SEVERAL MAJOR PROJECTS: THE MASS TRANSIT PROJECT FOR BANGKOK, THE NEW DEEP-WATER PORT OR THE SATELLITE GROUND STATIONS. THE EXTENT OF U.S. GOVERNMENT ASSISTANCE TO BE PROVIDED U.S. FIRMS WANTING TO PARTICIPATE IN THESE PROJECTS IS DIRECTLY RELATED TO THE DEPTH AND TIMELINESS OF EMBASSY REPORTS ON SPECIFIC ACTIVE PROJECTS. ADDITIONAL AND CONTINUING DETAILED REPORTING WILL ENABLE THE MAJOR EXPORTS PROJECTS DIVISION TO APPRISE FIRMS AND DETERMINE IF THEY CAN SUCCESSFULLY PARTICIPATE IN THESE ACTIVE PROJECTS.

5. THE FOREIGN BUYERS PROGRAM (FBP) IS PLEASED WITH THE SUPPORT PROVIDED BY POST. POST EFFORTS FOR INTELCOM 77 WERE PARTICULARLY FRUITFUL. FBP REQUESTS THE POST FOLLOW-UP WITH THE 13 THAIS REGISTERED ON THE INTEMCOM 77 VISITOR LIST. THIS WILL ASSIST FBP GAUGE THE EFFECTIVENESS OF THEIR PROGRAM FROM THE POINT OF VIEW OF INTEREST THOSE VISITORS HAVE IN AMERICAN PRODUCTS THEY SAW. BY EITHER LETTER OR PHONE FOLLOW-UP, POST MIGHT DETERMINE IF VISITS

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LEAD TO SHORT-TERM PURCHASING DECISION. ALSO, THESE VISITORS MAY BE CONSIDERED POTENTIAL VISITORS TO THE IMC COMMUNICATIONS EXHIBITION SCHEDULED IN SINGAPORE JULY 11-15, 1978. VANCE

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